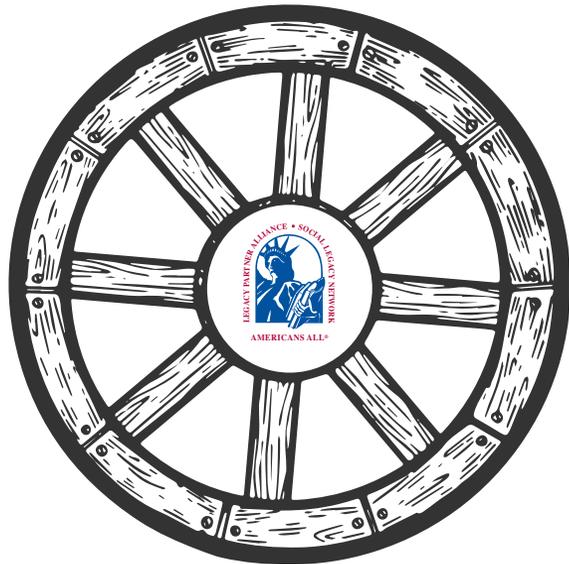


PITCH DECK

to support the one-year
Americans All pilot program.



Reinventing the wheel is a waste of time.

A more efficient strategy is to select the best spokes from existing models and repurpose them to create a wheel that fits one's needs.

THE PROBLEM

Consumer Confidence Index®



*Shaded areas represent periods of recession.
Sources: The Conference Board, NBER
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The current political environment in our increasingly diverse society is highly polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is low.

- Community members want to find discounts when they shop.
- Schools and nonprofit organizations with an education outreach need an unrestricted annual revenue stream requiring minimal administrative staff.
- Students of all ages benefit from having an easily accessible “virtual yearbook” to share and serve as a keepsake for their school years.
- Businesses and professional service providers must expand traffic and look for affordable, effective, and appropriate ways.
- The nation needs a way to help reinforce and appreciate the commonalities that unite, rather than divide, the American people.

THE SOLUTION

Americans All is a hybrid charity that raises money for schools and education nonprofits using our multipurpose, revenue-generating storytelling tool.



Most charities request donations but must do more for their sponsors/members. We are different because we offer our members significant opportunities to benefit themselves and their families when they make their charitable gifts.

- Schools, students, and nonprofits are free. Community members get a three-month trial and, for a \$4/month subscription, can continue to receive discounts on goods and services from our business partners; 77 percent of the gross fee goes to a school or education organization of their choice. They can all publish stories on our online Heritage Honor Roll.
- Businesses pay \$49 every six months (so they can change their beneficiary if desired), 77 percent of which goes to a school or education organization. They create a landing page(s) to advertise their goods and services to our members and can also create and publish a story.
- Creating a story about themselves helps students enhance their research, critical thinking, communication, and writing skills. Students can also use their stories to create virtual yearbooks (an annual keepsake) for all their clubs and teams.
- Research confirms that life stories build empathy, compassion, and understanding and are associated with positive mental health, well-being, and a sense of belonging. Businesses benefit because good storytelling builds trust and connections. Stories directly impact emotions, and emotions, rather than data, change behavior and frequently determine buying decisions to buy.

THE BUSINESS PLAN

CVS*



We use a parallel subscription model created by CVS.

CVS is a pharmacy. However, by paying \$4 monthly to their "Carepass" program, members get free delivery, 20% off eligible CVS brand products, and a \$10 monthly credit to pay for in-store and online products.

We are a charity. To improve the CVS model, we keep the exact pricing. However, we offer a trial period and a much larger base of businesses and professional service providers to get discounts that can far exceed their \$10 monthly credit.

Because of the divisive political environment, we focus on districts and large urban areas rather than states. We are now implementing a pilot program in Howard County, MD. So far, we have gained support and direction from the Office of Purchasing, Economic Development Authority, School Partnership Office, Chamber of Commerce, County Finance Office, Historical Society, Community Service Partnership, Office of the Local Children's Board and Library System, and HCPSS's Community, Parent, and Outreach Division. Others are still to come.

*Full disclosure. As the program's developer, I selected and modified the CarePass business model (of which I am a member) because of its success. There is no corporate relationship between CVS and Americans All.

THE COMPETITION



WIKIPEDIA
The Free Encyclopedia



Although storytelling and discount coupon programs exist, no organization offers the same comprehensive benefits as *Americans All*. Lifetime membership is free, the general public can view stories, and a revenue-generating feature is offered.

Some organizations enable their members to post a story online, but they must pay a fee, and only their members can view these stories. None offer a revenue-generating feature.

Ancestry and *MyHeritage* are genealogy platforms that create family trees and DNA matches. They offer story options, but only as a Premium benefit. *Legacy Stories* has a 6-month free trial and an annual fee of \$99 for the basic plan. *Storyworth* helps individuals combine short stories into a hardcover book costing \$99 per year without exposure. None offer a revenue-generating feature.

Discount coupons are available from many sources but cannot be updated daily as businesses try to target specific Zip Codes effectively. None of these groups donates a major proportion of their revenue to schools or other nonprofits.

THE TEAM



Allan Kullen

Founder and President
Americans All / Americans All Benefit Corporation
www.americansall.org



This team can deliver! Allan Kullen produced the 10-volume *LAALH* set. He later founded and developed Americans All and, with help from Houghton Mifflin, sold its social studies resources to more than 2,000 schools and libraries nationwide. In addition, he founded and ran a commercial printing company, which at its peak billed \$16 million a year and had 121 employees. The program's advisors bring decades of expertise in communications, public relations, staffing, recruiting and mental health.



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THE FINANCIALS AND MARKET SIZE

These projections do not include potential revenue from other markets. Revenue from Social Legacy Network subscription fees will be generated after the free trial expires. Nationally, there are 131,000 K-12 schools with 49,400,000 students, 3,143 counties and county equivalents, almost 500 urban areas, and 33,000,000 small businesses.

The initial pilot site has 78 schools, 58,000 students, and almost 10,000 small businesses. It also has 250,000 individuals over 18 and more than 3,500 nonprofits, many of which conduct education outreach programs that we can directly reach to participate and receive revenue.



After the 3-month trial period, projected annual revenue generated from Business Legacy Partner (BLP) membership fees is linear and is based on a percentage of the total number of the approximately 30 million small businesses in the United States.

Number of BLP memberships @ 0.005% of total*	150,000		
150,000 memberships x \$98	\$14,700,000		
Distribution to schools, 77% of gross revenue	\$11,319,000		
Distribution of nonschool gross revenue, 23%	\$3,381,000		
Credit card fees, 3%		0.03	\$441,000
Overhead and outreach, 5%		0.05	\$735,000
Initial investor, 2% + equity option		0.02	\$294,000
People of America Foundation, 3%		0.03	\$441,000
County and large city marketing partners, 3%		0.03	\$441,000
Development/management team fee, 7%		0.07	\$1,029,000
Totals		0.23	\$3,381,000
Number of BLP memberships @ 0.01% of total*	300,000		
300,000 memberships x \$98	\$29,400,000		
Initial investor, 2% + equity option		0.02	\$588,000
Number of BLP memberships @ 0.02% of total*	600,000		
600,000 memberships x \$98	\$58,800,000		
Initial investor, 2% + equity option		0.02	\$1,176,000

* BLP memberships can reflect a small percentage of the total number of businesses or a significantly larger percentage of a targeted subset of this population.

Revenue from Social Legacy Network (SLN) subscription fees will be generated after the expiration of the free trial period.

THE ASK



We seek a \$250,000 investment to support a fully developed countywide pilot program for one year. The funds will cover the program's overhead and marketing costs, including rebuilding the existing website. We will migrate all data from the original site to the new site.

The investor will acquire 22 percent of the program's equity, naming rights to the website (which can be resold on a state or regional basis), a seat on the foundation's board, and 2 percent of the program's annual gross revenue (which matches its equity). In addition, once the developers have earned \$6 million in after-tax revenue from its distribution of 7 percent of the annual gross revenue, it will give the investor that distribution and full control of the foundation's board of directors.

Moreover, the developers will deduct from the \$6 million buyout all the annual after-tax revenue it receives from the program's distribution.

After developing a countywide model that can be easily replicated nationally, the developer will set up a new venture with the investor, using the same website on a 50-50 basis with the same buyout formula to reach more than 500 urban areas nationwide.

The due diligence will be simplified because only credit cards will be used. All funds will be deposited into a national bank chosen by the investor and will then be distributed by preset percentages. The accountant will be a public company.

THANK YOU



AMERICANS ALL®

For additional information, contact Allan Kullen, President
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www.americansall.org ▪ www.homeschoolmaterials.org

We are looking forward to having you becoming part of Americans All.
If you need more information, please click on the appropriate link below.

[A business plan to fund the program](#)

[Howard County organizations that support our program](#)

[How to create an individual \(or a group\) story for the Heritage Honor Roll](#)

[View Heritage Honor Roll stories in multiple languages](#)

[How to create a School Nonprofit Partner landing page](#)

[How to create a Nonprofit Legacy Partner landing page](#)

[How to create a Business Legacy Partner landing page](#)

[How to create the text for a legacy story and storytelling for younger children](#)

[Articles on the value of storytelling as a mental health tool](#)

[Status Documents](#)

[An electronic version of the Pitch Deck](#)